



# For TRADOC Unit Commanders



Communicating with Unit Families Easily, Quickly, Effectively  
~~and Safely~~

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Patricia Mulhall; TRADOC FRSA  
Fort Leonard Wood  
July 2011



## our populations targeted

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- Families of Soldiers in Training
- Student Families
- Cadre Families
- IA / Geographically-separated Families



# Families of Soldiers in training

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## Outline

- Why have Social Media for Trainee Families?
- What is the best way to set it up?
- Tips and Tricks for successful use.

**"question can i  
send my soldier  
a bible hes at  
basic training?"**

**"anyone know how  
many family  
members/ friends  
are allowed to come  
to graduation per  
graduate?"**

**"did anyone that  
has someone in F  
Co get a call last  
night, my brother  
has called every  
Sunday night for  
the past 2 weeks,  
but he didnt call  
last night, we are  
not sure why this  
happened....."**

# **Families of Soldiers in Training**

**"Does anyone know if Fort  
Leonard Wood will allow  
you to transport your Son  
to AIT at Ft. Leonard Wood  
from another base after  
basic. I know some bases  
allow and some dont."**

**"If anyone is going  
down for graduation  
on oct 19th and 20th  
and you don't have  
hotel i would say to  
do soon almost all is  
booked up by base"**

**"My husband left for bct  
at Ft. Leonard Wood  
today! Sad... but still  
exciting, none the  
less.... Anybody have  
any experience?? How  
long will I have to wait  
to get his address? Will  
he get to call me at all?"**



# Families of Soldiers in training

## Why?

- Prevent official looking; non-official pages from popping up
- Creates a Venue of support for Families
- Means of providing ACCURATE information from the Unit Rep and prevent rumors/misinformation
- Creates a learning environment for the Families of future Soldiers





# families of Soldiers in training

## How?

- Unit FB Rep interaction can be....
  - very limited (simply monitoring the conversations to ensure accurate info)
  - very active (posting photos, answering questions, educating new spouses)

↓

**Tiashira Gadin** Thanks  
March 30 at 7:45pm · Like

**Kari Simecek Davis** Thank you! Cya soon!  
March 30 at 8:12pm · Like

Write a comment...

---

**Foxtrot 787th MP BN**  
Attention! for all of you coming to the Family Day on the 31st the time has been changed to 11:00 am. Hope to see you all there.  
March 28 at 9:07am · Like · Comment

**Tiashira Gadin** and 26 others like this.  
View all 21 comments

**Francez Liz Sanchez** China Ojeda you going to Graduation?  
March 29 at 9:38pm · Like

**Tessa Mains Williams** Thank-You!!!  
March 30 at 11:58am · Like

Write a comment...

---

**Foxtrot 787th MP BN**  
The Soldiers have completed their week in the field along with a 16Kilometer ruck march back.  
March 27 at 7:13pm · Like · Comment

**Theresa Swehla** and 31 others like this.

**Junior Lancaster** Wishs they could put some pics p\*\* tart  
March 27 at 11:13pm · Like

**Gabriel Herrera** YEAH!!!! Brandon!!!!!!!  
March 28 at 5:47pm · Like

**Theresa Swehla** Good job soldiers! See you soon! Can't wait!!!  
March 29 at 10:42am · Like

Write a comment...

---

**Foxtrot 787th MP BN**  
The Soldiers will not be getting phone calls because they will be cleaning their equipment. While this may seem unfair, a little perspective is given. If they fail to have their gear clean by turn-in, they will have to clean it on family day. If it is still not clean by graduation then they will not get to walk across the stage because they will still be cleaning their gear.  
March 27 at 7:13pm · Like · Comment

**William N Louise Raynor** and 9 others like this.  
View all 18 comments



June 7 at 1:41pm · Like · Comment

**Sara Rivera Pruna** and 2 others like this.  
Write a comment...

---

**Leighann Phillips Staten**  
will there be any progression posts for the recruits that are in basic training this summer? My nephew just Graduated from C CO 795 and my Son is there now, I know this page has been a huge help for the family members of Soldiers in training in the past  
June 12 at 7:06pm · Like · Comment

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**Reyna Haggerty McGarrah**  
Our copy of the slideshow & the copy of just the pictures doesn't work either. We tried putting in DVD players, Xbox, and laptop. Just says disk is blank. Would like to know how to get another copy or refund.  
June 9 at 9:05am · Like · Comment

---

**Cynthia Taylor Powell** Same for us. We were able to get the picture to work in our laptop but the one my son purchased does not work. When I looked on the disk I noticed that they purchased the wrong type of disk!  
June 13 at 9:47am · Like

Write a comment...

---

**Jason Anderson**  
Is C795 still in the same building at 2002? My cycle was the ones that had the wall painted of the DS with the red eye. He walked into a low hanging tree on FTX 5.  
June 14 at 10:16am · Like · Comment

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**Teresa Parfitt-Forman**  
I bought a cd at graduation, does not work on anything. So I am now looking for a copy, can anyone help? Son is at Airborne school so I really don't know whom to contact. If anyone has one that would burn a copy, I would be glad to send you money for it! I really am hurt that I it doesn't work., those moments you can never get back. So, I am sure you understand the importance. Thanks in advance.  
June 8 at 4:22pm · Like · Comment

---

**Ann Enos**  
Anyone have photos of 1st Platoon DS's please?  
June 7 at 9:43pm · Like · Comment

---

**Mic Roa Masny**  
Proud of PFC Rapp, cried throughout ceremony on and off. Both days gave me chills, and a rush of pride. Great Job to those who worked hard on the graduation and to all the Men & Women who are Official US Army Soldiers!  
June 9 at 2:34am · Like · Comment

---

**Allissa Fae Hutchinson**  
SSo glad to be heading home I hope you all have safe travels and the best of luck to all of our soldiers



## families of Soldiers in training

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### Tips and Tricks...

Tip # 1: Follow these 5 easy steps

1. Select a Social Media Administrator
2. Create a FAN page (anyone can “like” you)
3. Follow Army Guidelines
4. Advertise
5. Monitor! Remember OPSEC!





# families of Soldiers in training

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## 1. Select a Social Media Manager

- A Family Readiness Liaison (Soldier's additional duty)
- A member of your Unit (Soldier or Civilian)
- A family member (choose carefully)

**Tip # 2: Make FLW and your FRSA admins on your page. They can be a safety net and assure continuity.**

e-mail account just keep it minimized on your computer. Post info as soon as you get it. AND..It only takes minutes to scan conversation Trick



## What extra work??!

The most common argument starting and maintaining a social media site is lack of manpower. Guess what! It can be done with only one person! Depending on your level of activity, someone that possesses very basic time management skills can do this.





# families of Soldiers in training

## Set-up

### 2. Create a FAN page (so anyone can “like” you)

- DO NOT USE your own personal page to create the FAN page.; START FRESH

Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO

http://www.facebook.com/index.php?hl=a39bfb217ae182c5df259d22ed2c1288&eu=0UaRHQyYU1BUJlktZAikA

Welcome to Facebook - Log In, Sign Up or Learn More

facebook

Email:  Password:  Log In

☒ Keep me logged in Forgot your password?

Heading out? Stay connected  
Visit facebook.com on your mobile phone.

Get Facebook Mobile

**Sign Up**  
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:  Select Sex:

Birthday: Month:  Day:  Year:

Why do I need to provide my birthday?

Sign Up

Create a Page for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية 中文(简体) 日本語

Facebook © 2011 · English (US)

Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Internet | Protected Mode: On

100%

12:00 PM



# families of Soldiers in training

## Set-up

Create a Page | Facebook - Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO

http://www.facebook.com/pages/create.php?campaign\_id=372931622610&placement=pgbm&extra\_1=0

Create a Page | Facebook

facebook

Email  Password  Log In

☒ Keep me logged in [Forgot your password?](#)

**Create a Page**  
Connect with your fans on Facebook.

- Local Business or Place
- Company, Organization, or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community

Facebook © 2011 · English (US)

Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Done

Inbox - Microsoft O... Microsoft PowerPoi... Create a Page | Face...

Internet | Protected Mode: On 100% 12:03 PM

A screenshot of the Facebook 'Create a Page' interface in a Windows Internet Explorer browser. The browser's address bar shows the URL 'http://www.facebook.com/pages/create.php?campaign\_id=372931622610&placement=pgbm&extra\_1=0'. The Facebook header is visible with the 'facebook' logo and login fields for email and password. Below the header, the 'Create a Page' section is active, displaying six category options: 'Local Business or Place', 'Company, Organization, or Institution', 'Brand or Product', 'Artist, Band or Public Figure', 'Entertainment', and 'Cause or Community'. A red arrow points from the top right towards the 'Company, Organization, or Institution' option. The Windows taskbar at the bottom shows the 'Done' button and several open applications, including 'Inbox - Microsoft O...', 'Microsoft PowerPoi...', and 'Create a Page | Face...'. The system clock in the bottom right corner indicates the time is 12:03 PM.



# families of Soldiers in training

## Set-up

Create a Page | Facebook - Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO  
http://www.facebook.com/pages/create.php?campaign\_id=372931622610&placement=pgm&extra\_1=0

Create a Page | Facebook

facebook

Email  Password  Log In  
☒ Keep me logged in [Forgot your password?](#)

Create a Page  
Connect with your fans on Facebook.

Local Business or Place

Company, Organization, or Institution  
Join your supporters on Facebook.  
Choose a category  
Company Name   
☐ I agree to Facebook Pages Terms  
Get Started

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community

Facebook © 2011 · English (US)  
Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Internet | Protected Mode: On 100% 12:05 PM

Category:  
Organization

Choose a clear  
searchable name  
such as "C Co 31  
EN BN, Fort  
Leonard Wood"

"include  
Commander  
approved name  
and logo, not a  
nickname or  
Mascot" - Office of  
the Chief of Public  
Affairs



# families of Soldiers in training

## Set-up

Sign Up for Facebook | Facebook - Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO

https://www.facebook.com/login.php?gray=2&hash=3ab420232b75f2b076fe6585547572e4&oid=219188858114106

Sign Up for Facebook | Facebook

facebook

Create a Facebook Account

☐ I already have a Facebook account

☒ I do not have a Facebook account

Email:

New Password:  [?]

Date of Birth: Month:  Day:  Year:  [?]

Please enter your own date of birth. (This is required?)

Security Check:

Enter both words below, separated by a space.  
Can't read the words below? Try different words or an audio caption.

**Meamen 4763**

Text in the box:  What's this?

☐ I have read and agree to the Terms of Use and Privacy Policy

[Sign Up Now!](#)

Problems signing up? Check out our help pages

Facebook © 2011 · English (US)

Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Done

Inbox - Microsoft O... Microsoft PowerPoi... Sign Up for Facebook...

Internet | Protected Mode: On

100%

12:07 PM

I DO NOT HAVE a FB account.

Write it down just in case & K.I.S.S.

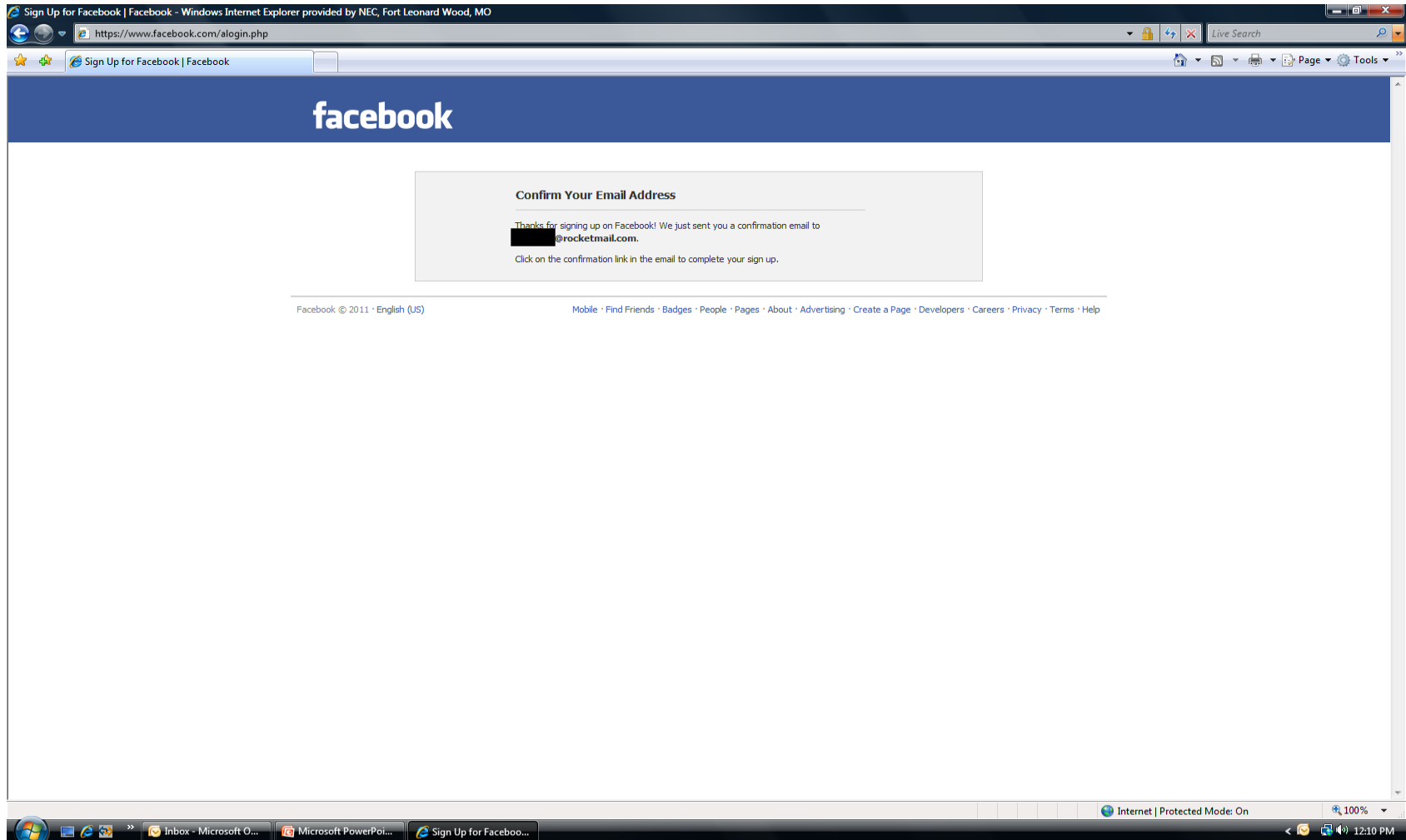
Any date will work but use a year that make "you" older than 18.

Where do you want your notifications to go? This can be changed later.



# families of Soldiers in training

## Set-up





# families of Soldiers in training

## Set-up

Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO

http://us.mg5.mail.yahoo.com/neo/launch?reason=ignore&rs=1

robsgurl@rocketmail.com - Yahoo! Mail

Sign Out | Options | Help

YAHOO! MAIL

TRENDING NOW: Prince William

Go Mobile | Yahoo!

Search Mail Search Web

WHAT'S NEW INBOX (1) CONTACTS UPDATES Action Required: Co...

Compose Message Delete Reply Forward Spam Move Print Actions

Inbox Drafts Sent Spam Trash Folders Applications All My Purchases Attach Large Files Automatic Organizer Calendar Edit Photos Evite Flickr Improve Yahoo! Mail My Cool Fonts My Drive Notepad Stationery

AdChoices

FREE PHONES.

Action Required: Confirm Your Facebook Account

Hey there,

You recently registered for Facebook. To complete your Facebook registration, follow this link:

[http://www.facebook.com/c.php?code=1185428123&email=\[redacted\]@40rocketmail.com](http://www.facebook.com/c.php?code=1185428123&email=[redacted]@40rocketmail.com)

Facebook helps you communicate and stay in touch with all of your friends. Once you join Facebook, you'll be able to share photos, plan events, and more.

Thanks,  
The Facebook Team

Would You Go Back To School If You Qualified For A Grant? See If You Qualify!

Click Your Age:

|    |    |    |    |
|----|----|----|----|
| 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 32 |
| 33 | 34 | 35 | 36 |
| 37 | 38 | 39 | 40 |
| 41 | 42 | 43 | 44 |
| 45 | 46 | 47 | 48 |
| 49 | 50 | 51 | 52 |
| 53 | 54 | 55 | 56 |
| 57 | 58 | 59 | 60 |
| 61 | 62 | 63 | 64 |
| 65 | 66 | 67 | 68 |
| 69 | 70 | 71 | 72 |

See Degrees Now  
classesUSA™

Downloading data http://iymg.com/d/lib/darla/2-1-5/js/ie-csc-debug.js...

Internet | Protected Mode: On

100%

12:12 PM



# families of Soldiers in training

## Set-up

FLW Family Support - Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO

http://www.facebook.com/pages/FLW-Family-Support/210194692356269?created

FLW Family Support

facebook

Create Your Profile Settings Logout

**FLW Family Support** ▸ Get Started  
Government Organization · Edit Info

Welcome [?] Admins (1) [?] See All

1 Add an image

Upload an Image  
From your computer

2 Post status updates  
Share your latest news.  
Post Update

3 Promote this Page on your website  
Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.  
Add Like Box

4 Set up your mobile phone  
Send Mobile Email  
To upload photos or post status updates  
Send Text Messages  
To post status updates

Remember to use Command approved logo

0 people like this  
Add to My Page's Favorites  
Subscribe via RSS  
Share

Get Started  
Wall  
Info

Quick Tips  
Get more people to like your Page with Facebook Ads today!

Sample Ad: FLW Family Support  
The text of your ad will go here.

Like · John Smith likes this.

Get More Fans

Sponsored Create an Ad

Financial Aid Information  
myeducconnect.com  
Get FREE information from top schools. Take classes & earn degree on your own schedule. Age 22+ eligible to download financial aid info

Alpha 2 Zulu Electronics  
Amateur Radio Accessories & Communication Products  
Visit our Page and 'Like' us today!

Like · 207 people like this.

Live Big This Summer  
efcollegedream.com  
Make this the summer to remember. Travel with college kids from all over the country. Over 35 trips to 25 countries

Internet | Protected Mode: On 100%

12:14 PM



# families of Soldiers in training

## Set-up

FLW Family Support - Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO

http://www.facebook.com/pages/FLW-Family-Support/210194692356269?created#/pages/FLW-Family-Support/210194692356269?sk=page\_getting\_started

FLW Family Support

facebook

Create Your Profile Settings Logout

**FLW Family Support** **Get Started**  
Government Organization · Edit Info

Welcome [?]

**1 Post status updates**  
Share your latest news.  
[Post Update](#)

**2 Promote this Page on your website**  
Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.  
[Add Like Box](#)

**3 Set up your mobile phone**  
Send Mobile Email  
To upload photos or post status updates  
Send Text Messages  
To post status updates

[Add Mobile Phone](#)

**Admins (1)** [?] [See All](#)

[Notifications](#)  
[Promote with an Ad](#)  
[View Insights](#)

**Quick Tips**  
Get more people to like your Page with Facebook Ads today!

**Sample Ad: FLW Family Support**  
Your ad text here.

[Like](#) · John Smith likes this.

[Promote My Page](#)

**Sponsored** [Create an Ad](#)

**National University**  
NU's one-course per month format allows me to earn my degree faster than a traditional college. Learn more on NU's Facebook page.  
[Like](#) · 5,557 people like this.

**Live Big This Summer**  
efcollegebreak.com  
Make this the summer to remember. Travel with college kids from all over the country. Over 35 trips to 25 countries.

**Women's Care of Wisconsin**  
Women's Care of WI is devoted to you & your health. From adolescence through menopause, you can depend on our circle of care!  
[Like](#) · 1,039 people like this.

0 people like this  
Add to My Page's Favorites  
Subscribe via RSS  
Share

Internet | Protected Mode: On 100%

12:16 PM





# families of Soldiers in training

## 3. Follow Army Guidelines

- Include a statement “This is the official <facebook> page of <enter your Unit or Organization name> Family Readiness



- Manage permissions\*\*  
*Waiting for DA PAO*
- No personal ads or endorsements
- Register your page at  
**[www.army.mil/socialmedia](http://www.army.mil/socialmedia)**



# families of Soldiers in training

## 4. Advertise

[/ly Readiness](#) » [35th Engineer Families](#)

### 35th Engineer Families

Welcome to the 35th Engineer Battalion Family Readiness Group

The 35th Engineer Battalion transforms volunteers into disciplined Soldiers and trains Sappers at Fort Leonard Wood, Missouri in order to provide Commanders the Warriors they need to accomplish their missions.



Thank you for supporting your spouse every day. We value Families, and want your time here to be enjoyable and professionally rewarding. Fort Leonard Wood is a great place to live and work.

 Are you a member of the 35th EN BN Cadre Family? Click here for access to our [FACEBOOK Group](#) page.

Our Family Readiness Support Assistant can be reached at 573-563-6511 from 0800 to 1600 during normal duty days if you have any questions, comments, or concerns. You may also contact our Battalion Commander at 573-596-0382.

 Families of Soldiers in Training

**Official Facebook Pages by Company:**

- Alpha Company
- Bravo Company
- Charlie Company
- [Delta Company](#)

**Other great CADRE Family links:**

- Community Information- [Woodworks](#)
- [Family Member Resources](#)

Download the Cadre Spouse Handbook here!

[HANDBOOK](#)

1 BN Level Cadre FB Page (Group)

Trainee Family FB Page (Fan)

Maintained at Company Level.



families of Soldiers in training

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## 5. Monitor! Remember OPSEC

Further information, instruction, techniques, etc. on how to manage social media can be found at

[www.slideshare.net/usarmysocialmedia](http://www.slideshare.net/usarmysocialmedia)

**Do you girls know a place to get hair cuts for a decent price?**

**"Does anyone have the number to the library here on base?"**

**"does anybody know which is cheaper for the contacts eye exam .... walmart or the place in the px?"**

# Cadre Families

**"When is the spouse career fair?"**

**"I end up with a lot of paper bags from commissary shopping trips... I am not aware of a place to recycle them. Anyone need them, know where to recycle them, or have a useful tip for getting rid of them???? I do not want to just throw them away ;)"**



families of Cadre

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## Outline

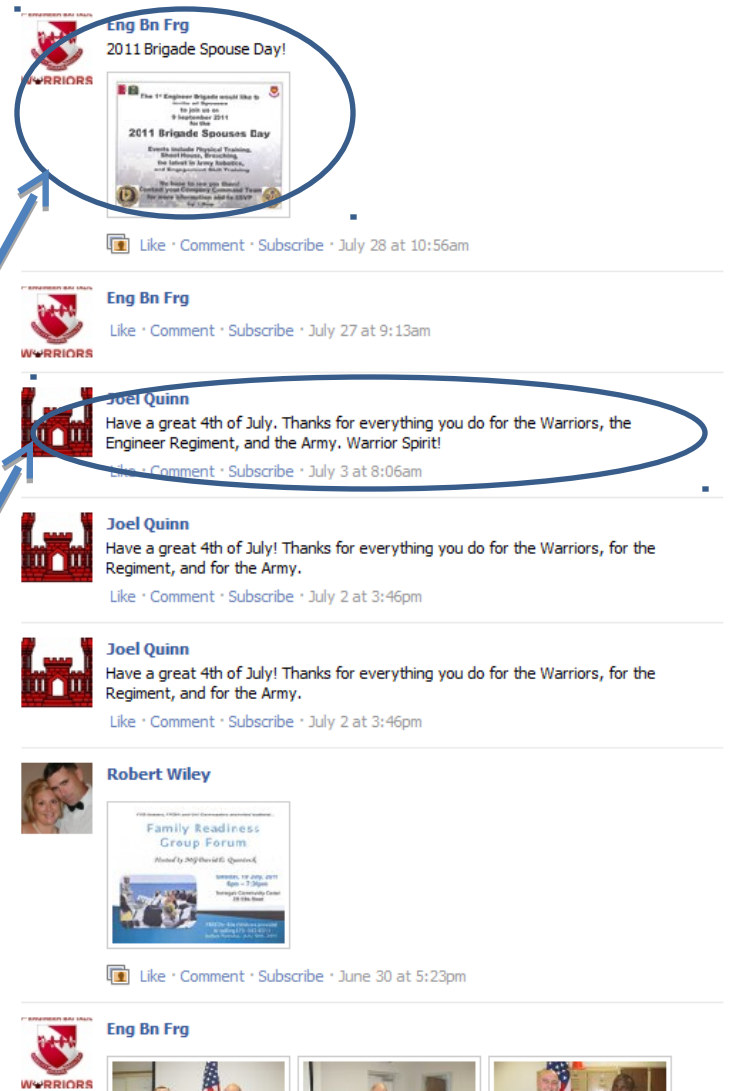
- Why have a social media page?
- At what level should we have it?
- What is the best way to set it up?
- Tips and Tricks for successful use.



# Families of Cadre

## Why?

- Stay connected without being pushy
- Creates a Venue of support for Families
- Means of providing current and accurate information
- Link between Family and the Unit – frequent posts say “we care”





# families of Cadre

## How? At what level?

- Unit FB Rep interaction should be active (but not overwhelming)

- “We care”
- Post / Unit activity
- Photos

- Recommend at Battalion Level

- Companies are typically too small  
(Permanent Party)

- Could be a venue for FRG

Meetings



Eng Bn Frg

Topic 3: BN Ball- Friday 30 SEP

Like · Comment · Unsubscribe · August 9 at 5:47pm

ustka Vonnahme Needing decoration budget please also  
ent and head table length  
at 5:48pm · Like

Ryan Reilly Looking forward to it. I haven't had the  
ty to attend one yet...it will be my first.  
at 5:50pm · Like · 🤔 2 people

ilies I heard that there is a place that you can rent ball  
I'll have to find out where.  
at 5:53pm · Like · 🤔 1 person

ilies This is Trish the FRSA if you all were wondering.  
)  
at 5:54pm · Like · 🤔 1 person

Dray' Gideon House Next Door does the rentals (free).  
at 5:54pm · Like · 🤔 1 person

rg Estimated 38 tables, estimated \$150, and may have  
s from Mrs.Joy Schunemann- please contact.  
at 5:57pm · Like

ustka Vonnahme Total budget is 150\$? Ok thank you. I  
ct Joy for her ideas.  
at 5:58pm · Like

rg If budget needs to go up, it is flexible. Looking for  
all decorations 5-13 SEP. Does that work for you?  
at 6:02pm · Like

ustka Vonnahme That should be just fine. And flexible is  
I was looking for the dislike button for that amount  
at 6:03pm · Like · 🤔 1 person

monds Deese Sarah, I sent you a message. Let me  
u need any help.  
August 9 at 7:25pm · Like



families of Cadre

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## Tips and Tricks

Tip # 1: Follow these 5 easy steps

1. Select a Social Media Administrator
2. Create a Group page (filters membership)
3. Follow Army Guidelines
4. Advertise during in-processing
5. Monitor! Remember OPSEC

Trick







# families of Cadre

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## 1. Select a Social Media Manager

- A Family Readiness Liaison (Soldier's additional duty)
- A member of your Unit (Soldier or Civilian)
- A family member (choose carefully)

**Tip # 2: Make FLW and your FRSA admins on your page. They can be a safety net and assure continuity.**

## What extra work??!

The most common argument starting and maintaining a social media site is lack of manpower. Guess what! It can be done with only one person! Depending on your level of activity, someone that possesses very basic time management skills can do this.





# families of Cadre

## Set-up

### 2. Create a GROUP page

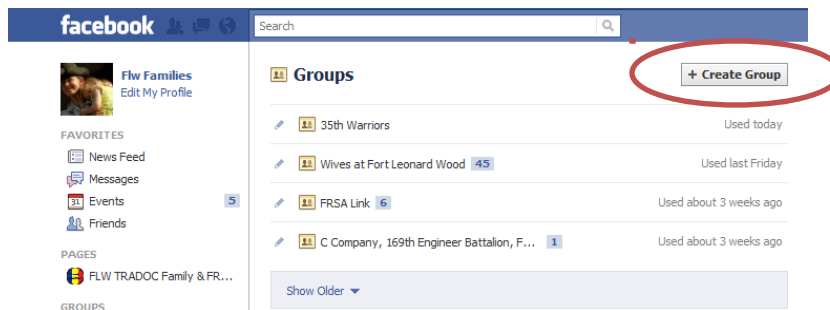
- Group pages can only be created from a “personal” profile page.





# families of Cadre

- Go to your “personal” newsfeed page
- Click “more” next to GROUPS
- Click “Create Group”





# Families of Cadre

## Set-up

facebook

Search

Home Profile

**Groups** [+ Create Group](#)

**Create Group**

Create a shared group for you and some of your friends.  
Example groups: Family, classmates, coworkers or close friends.

**Group Name:**

**Members:** Which friends do you want to add to the group?

**Privacy:** ☒ Closed ☐ Open ☐ Secret

Anyone can see the group and who's in it. Only members see posts.

[Create](#) [Cancel](#)

Choose a clear searchable name such as "787 MP BN Cadre Families"

"include Commander approved name and logo, not a nickname or Mascot" – Office of the Chief of Public Affairs

Select "Closed"



# families of Cadre

## Set-up

*Note: You'll need at least one friend through your "personal" page to create the group.*

The screenshot shows the Facebook 'Create Group' dialog box. The dialog box has a title bar 'Create Group' and a subtitle 'Create a shared group for you and some of your friends. Example groups: Family, classmates, coworkers or close friends.' Below this is a red box with the text 'Please choose friends to add to your group.' To the right of this box is a search bar with the text 'Deltaco Threeten' and a dropdown arrow. Below the search bar is a list of suggested members, including 'Ease Ft Jackson', 'Wideman', 'Ann Murphy', 'Williams', 'Asselin Abresch', 'Alber', and 'Albritton Tanner'. The dialog box also has a 'Privacy' section set to 'Closed' and 'Create' and 'Cancel' buttons. A red arrow points from the note to the red box in the dialog.



# Families of Cadre

## Set-up

The screenshot shows a Facebook group page for a group named "Test". The page is set to "Closed Group". The left sidebar shows the user's profile "Flw Families" and various navigation options like News Feed, Messages, Events, Friends, and Pages. The main content area shows a post by "Flw Families" with the text "No worries, I'll delete it...". The right sidebar shows the "Members (2)" section, which is circled in red. Another red circle highlights the "Edit Settings" button in the top right corner of the group page. Red arrows point from the text labels to these elements.

facebook

Search

Home Profile

**Test**  
Closed Group

**Edit Settings**

Start sharing

Members (2)

Members

Group Page

Write Post Add Photo Ask Question

No worries, I'll delete it...

Post

Flw Families  
Just creating this to see how it works...

Like · Comment · Unsubscribe · a few seconds ago

Flw Families created the group.

Like · Comment · Unsubscribe · about a minute ago

Chat with Group

Create Document

Create Event

View Photos

Edit Group

Leave Group

Help a Friend

Sponsored

B.S. in Counter

Military.com



# families of Soldiers in training

## 3. Follow Army Guidelines

- Include a statement “This is the official <facebook> page of <enter your Unit or Organization name> Family Readiness



- Manage permissions\*\*  
*Waiting for DA PAO*
- No personal ads or endorsements
- Register your page at  
**[www.army.mil/socialmedia](http://www.army.mil/socialmedia)**



families of Cadre

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## 5. Monitor! Remember OPSEC

Further information, instruction, techniques, etc. on how to manage social media can be found at

[www.slideshare.net/usarmysocialmedia](http://www.slideshare.net/usarmysocialmedia)





# Families of Cadre

## 4. Advertise

- Welcome Letter
- In-processing
- ...etc
- Website

[/ly Readiness](#) » [35th Engineer Families](#)

### 35th Engineer Families

Welcome to the 35th Engineer Battalion Family Readiness Group

The 35th Engineer Battalion transforms volunteers into disciplined Soldiers and trains Sappers at Fort Leonard Wood, Missouri in order to provide Commanders the Warriors they need to accomplish their missions.



Thank you for supporting your spouse every day. We value Families, and want your time here to be enjoyable and professionally rewarding. Fort Leonard Wood is a great place to live and work.

 Are you a member of the 35th EN BN Cadre Family? Click here for access to our [FACEBOOK Group](#) page.

Our Family Readiness Support Assistant can be reached at 573-563-6511 from 0800 to 1600 during normal duty days if you have any questions, comments, or concerns. You may also contact our Battalion Commander at 573-596-0382.

 Families of Soldiers in Training

**Official Facebook Pages by Company:**

- Alpha Company
- Bravo Company
- Charlie Company
- [Delta Company](#)

**Other great CADRE Family links:**

- Community Information- [Woodworks](#)
- [Family Member Resources](#)

Download the Cadre Spouse Handbook here!

[HANDBOOK](#)

1 BN Level Cadre FB Page (Group)

Trainee Family FB Page (Fan)

Maintained at Company Level or BN.

**"Is there a Commander's spouse 101 class somewhere?"**

**"What kind of stuff can I do while my husbands is in school? I'm getting major cabin fever!"**

# Families of "Students"

**"Does anyone know if someone will take pics or video of L4 Graduation Friday morning?"**



## Families of Students (CCC/BOLC)

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Follow same set-up guidance as “Families of Soldiers in training” due to their transient nature.

*However...*

- Unit FB rep should be active
- Same information as Cadre Families
- Educational opportunity for spouses

“I heard there were discounts if you husbands deployed. What are they?”

“My husbands in Korea so I don’t have an FRG anymore, can I still go to this {event}?”

“Where can I find a reputable house sitter?”

## Families of IAs or Geo-separated



## families of IAs or Geo-Separated

Should belong to the BN Cadre Group page.



This puzzle piece can represent more than just a deployment from your Unit